



**KENTUCKY DEPARTMENT OF FISH & WILDLIFE RESOURCES
TOURISM, ARTS AND HERITAGE CABINET**

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Dr. Jonathan W. Gassett
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TO: Kentucky Fish and Wildlife Commission

FROM: Darin K. Moore, Director, Administrative Services Division

DATE: November 9, 2009

RE: Summary Update on First Quarter Strategic Plan Progress: FY 2010

Since adoption of the KDFWR Strategic Plan FY 2008-2012, the Department has made noticeable strides and progress on a number of strategic and operational objectives. To date, 36 (or 42%) of the 86 operational objectives have been accomplished after two years. The department continues to develop strategies and action plans to help realize our operational objectives, some of which were updated with the Commission's approval in August of this year.

Listed below is a summary of the department's efforts toward achieving specific operational objectives during the first quarter of Fiscal Year 2010. Complete reports continue to be found on KDFWR's website at fw.ky.gov.

Operational Objective	FY 2008-2009 Achievements	1st Qtr FY10 Progress
1.1.e. To expand stream restoration projects by 43,000 linear feet per year and locate at least two land acquisition projects under the FILO program by the end of FY 2012.	Although already achieved, there are 284,780 feet of streams (to date) involved in mitigation efforts; This translates to 54 Miles of Stream Mitigation Efforts and 49 Stream Mitigation Projects. Since July 1, this represents an increase of 20 thousand Linear feet, 17 miles and 25 projects. At the end of FY 2009, KDFWR can report 373,681 linear feet (71 miles) of stream mitigation projects approved by the Corps of Engineers for a total of 47 total projects in some stage of completion (38% are completed, 49% in design phase). Also with the help of FILO, the department acquired in FY 2009 700 acres of Laurel Creek Gorge in Elliott County with 6 miles of Laurel Creek and several thousand miles of tributaries. Laurel Creek and tribs are recognized as high quality waters for this ecoregion.	The department continues to expand our stream restoration and mitigation efforts. This quarter, our FILO program has expanded to 50 total projects , in 28 counties , and more than 377,088 linear feet —equating 71 miles.

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<p>1.5.a. To develop and implement long-range plans for small game populations for the following by the end of FY 2012: Quail (Accomplished); Rabbit; and Grouse.</p>	<p>Wildlife Division staff continue to implement the bobwhite restoration plan. Efforts have been made on Peabody, Begley, and Clay WMAs to improve quality of open lands acres for bobwhite. After hosting the Peabody Bobwhite Consortium this past quarter, the Peabody WMA has completed a 5-year quail plan to evaluate current populations and outline resources needed to achieve established population goals.</p>	<p>This past quarter, the Department hosted a public meeting to discuss future management plans for bobwhite quail on Peabody Wildlife Management Area (WMA).</p>
<p>1.5.b. To develop and implement long-range plans for the following big game populations by the end of FY 2010: Deer; Elk; Bear; and Turkey.</p>	<p>The Big Game Program continues to work on a draft 10-year plan for deer and elk management. Staff are currently evaluating the deer and elk programs, planning public meetings to evaluate harvest and management strategies, and constructing long-range plans, which are expected completed by June 2009. The new elk hunt framework went into effect for the first time during the 2008-2009 season and continues to be evaluated.</p>	<p>Since July, 2009, the department held a series of six public meetings to gather input from hunters, landowners and concerned citizens about deer management in the coming years. People had the opportunity to voice their opinion about season dates, hunting zones and bag limits, the primary ways Kentucky manages its deer herd. This input will be used by Wildlife staff to revise the state's deer management plan.</p>
<p>2.1.c. To increase the number of wildlife viewing sites by 3 sites per year by the end of FY 2012.</p>	<p>The department's Fish and Wildlife Information Systems completed a new map of all wildlife viewing sites throughout the Commonwealth. KDFWR staff also presented this past year at the Symposium with the Kentucky Tourism Council (June 0-12) in Elizabethtown on developing wildlife viewing and tourism in Kentucky.</p>	<p>On September 17, the Department dedicated its newest elk viewing area: the Will Marshall Elk Viewing Area located at the <u>Paul Van Booven Wildlife Management Area (WMA)</u> near the Breathitt-Perry county line. The name of the new elk viewing area honors Will Marshall, the longtime facility director of the University of Kentucky's Robinson Forest.</p>

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<p>2.1.d. To increase the amount of KDFWR-owned land by 10,000 acres by the end of FY 2012.</p>	<p>During FY 2008, KDFWR was successful in acquiring more than two thousand acres of land. Since then, the department has acquired 151 acres in the Gray tract at Clay WMA as well as the 700-acre Coil Estate. More recently, another 1600 acres has been acquired as part of the MBSFWMA in Metcalfe and Cumberland counties.</p>	<p>Over this past quarter, the Department purchased a tract of land along the Lake Cumberland tailwater for bank fishing access to our cold water trout fishery. This acquisition amounted to a 21.9 +/- acre island and 4.3 acres of land adjacent to the island and is found in Clinton County. This site is expected to under development during the next fiscal year. Additionally, the department dedicated the its newest wildlife management area this past September—the Ed Mabry-Laurel Gorge Wildlife Management Area (WMA)—located in Elliot County. This 700-acre property in the Laurel Creek Gorge area has been a department conservation priority for many years due to its exceptional resources.</p>
<p>3.3.j. To increase the number of paid subscriptions of Kentucky Afield to 35,000 by the end of FY 2010.</p>	<p>The Information and Education Division worked through Fiscal Year 2008 to promote the Kentucky Afield Magazine through the Kentucky Afield Television show and through other outlets, such as in Kentucky Living Magazine, at the Salato Wildlife Education Center; in postcards to license holders, and at public outdoor shows and events. At the end of FY 08, Kentucky Afield magazine had 22,978 paid subscribers. During the first quarter of FY 2009, the department surpassed 24,000 paid subscriptions. At the end of FY 2009, the number of Kentucky Afield paid subscriptions is now at 24,500.</p>	<p>During the first quarter of FY 2010, the Information Education Division reported 24,887 subscribers to Kentucky Afield. The number of subscribers continues to gradually increase.</p>

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<p>3.3.k. To increase the number of media outlets carrying "Kentucky Afield" by 50 percent by the end of FY 2012.</p>	<p>During FY 2008, Kentucky Afield Television reached the airways of Kentucky Educational Television (KET), WYMT in Eastern Kentucky, CWKYT in Central Kentucky, KET 2; KET Digital, and streaming video on demand at www.myoutdoortv.com. During this fiscal year, Kentucky Afield has been added to 3 additional channels: NPT (a digital channel operated by Nashville Public Television); WKRP-TV (also covers the Nashville market); and HPTV 3 (Charter Communication Cable system in Chambers County, Alabama). Within the past quarter, Kentucky Afield has developed a Kentucky Afield Facebook page to provide the public with additional information about Kentucky Afield Television.</p>	<p>Since July, 2009, Kentucky Afield TV has reached another two media outlets: Channel 2 in Prestonsburg, Kentucky as well as MCTV-22 in Bell County. In addition to these new venues, the Kentucky Afield E-Newsletter now has approximately 2,600 online subscribers. Finally, KY Afield's Two-Minute Fishing Report has also been picked up by Kysportnetwork.com and Kyffishing.com.</p>
<p>3.4.a. To increase by 50 percent each year the number of members signed up for the Kentucky Conservation Coalition by the end of FY 2012.</p>	<p>The department has initiated a centralized website to facilitate a constituent-based support network, titled the Kentucky Conservation Coalition. Although the department assisted in its initial set-up and design, the Coalition website is now managed by the Kentucky Fish and Wildlife Foundation. At the end of Fiscal Year 008, the KCC had 660 members signed up who were receiving updates on specific hunts and regulations, legislative issues, and the Commissioner's newsletter. As of the end of FY 2009, close to 1,000 members have signed up for the KCC.</p>	<p>Currently, the Kentucky Conservation Coalition has approximately 1,100 subscribers. The Fish and Wildlife Foundation, which manages the Coalition's website, is in the process of disseminating emails to more than 30,000 people, inviting them to join the Coalition.</p>
<p>4.1.c. To increase the number of youth participating in hunting, fishing, trapping, boating and other wildlife-related activities by 20 percent by the end of FY 2011.</p>	<p>KDFWR, with the support of the Kentucky Fish and Wildlife Commission, developed a Hunter Education Exemption Permit that allows new hunters to try hunting before having to take a 10-hour Hunter Education course. This exemption is available via our website at fw.ky.gov. KDFWR and the Commission also raised the age requirement for Hunter Education certification from 0 to 12 years to allow more youth to try hunting before taking the 0-hour hunter education course. During Fiscal Year 2008 (the first year for the exemption), 3,104 Hunter Education Exemption permits have been issued; whereas Youth hunters make up 1,463 (or 53 %) of these permits.</p>	<p>The department reported more than 450 additional Hunter Ed Exemptions since July, 2009 and also enjoyed its first Youth Elk Quota Hunt this past quarter at Paul Van Booven Wildlife Management Area. As part the department's conservation camps, approximately 2,000 new youth were issued junior hunting licenses.</p>

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<p>4.2.a. To develop and implement a recruitment plan to attract families to participate together in wildlife-related activities by the end of FY 2010.</p>	<p>KDFWR continues to look for ways to recruit new hunters and anglers and wildlife watchers and have begun focusing such efforts on families rather than individual sportsmen and women. As an example, a family weekend was scheduled for the Becoming an Outdoors Woman program; while the 2008 National Hunting and Fishing Day (later this year) will include exhibits and activities directed toward family participants and involvement.</p>	<p>As part of this year's State Fair Exhibit from August 20 to August 30, the department offered for the first time the laser shot event to try and attract more visitors to our booth. In addition to this, our Salato Wildlife Education Center offered a Nature Tourism Workshop on September 29-30. This two-day workshop was presented by the educational staff at Salato as part of their Watchable Wildlife program and instructed participants on the steps in assessing the nature tourism potential in their community. Finally this past quarter, the department celebrated National Hunting and Fishing Day at Salato on September 26th. This free event was full of family-friendly activities and interactive exhibits, such as bow and arrow, wild game cook-off, pointer dog demonstrations.</p>
<p>4.3.a. To establish at least one multi-use public access land-area by the end of FY 2010.</p>	<p>With the help of SB 196 from the 2006 General Assembly, the department is nearing completion of its first recreational access agreement.</p>	<p>The department recently finalized a new hunting access agreement with ICG for approximately 15,000 acres. This property is also available for other activities and has the real potential to be the department's first multi-use public access area.</p>
<p>5.1.d. To secure complete sponsorship for "Kentucky Afield Television" by the end of FY 2010.</p>	<p>During Fiscal Year 2008, KDFWR has secured sponsorships for the Kentucky Afield TV show from both Sportsman's Warehouse and Tri County Cycles. One additional sponsor is being sought by the end of the second year.</p>	<p>The department is currently in negotiation with a third sponsor for Kentucky Afield TV, which will equal full sponsorship of our program once finalized.</p>

Operational Objective	FY 2008-2009 Achievements	1st Qtr FY10 Progress
<p>5.3.b. To implement a formal supervisory/personnel management training course for all new supervisors by the end of FY 2010.</p>	<p>KDFWR supervisors, as part of the August Interim Review period, have enacted additional training requirements as part of their employees' annual performance plans. The department increased to 5 employees those enrolled in the Certified Public Manager Program; while Law Enforcement Lieutenants were provided standardized training in EEO and Anti-Harassment policies by the department's personnel staff. Many supervisory personnel attended refresher training on employee performance evaluations; whereas all supervisors were required to complete ethics training before the end of Fiscal Year 2008.</p>	<p>The Law Enforcement Division has recently completed its annual Sergeant Leadership Seminar for all new Conservation Sergeants. The Administrative Services Division is in the process of developing new supervisors training for all divisions.</p>
<p>5.3.c. To research and implement process to provide annual leadership training opportunities for employees to pursue by the end of FY 2010.</p>	<p>A Commander's Retreat was held for Law Enforcement Supervisors during this past fiscal year, whereas more than ten supervisors in the Law Enforcement division have attended either the Southern Police Institute Administrative Officers Course at the University of Louisville or the Executive Managers course at the Department of Criminal Justice Training. Leadership courses provided by the Governmental Services Center have also been prescribed for new supervisors throughout the department. In FY 2009, the department saw its first graduate of the FBI National Academy; while enrolling its fourth candidate for the National Conservation Leadership Institute. All current and new LE sergeants are required to attend the DOCJT Academy of Police Supervision.</p>	<p>This past quarter, the department was pleased to report three additional students who completed the National Conservation Leadership Institute (NCLI). This totals six (6) different KDFWR employees who are now graduates of this prestigious conservation leadership program.</p>